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# SOCIAL ADVERTISING
# IN MODERN COMMUNICATION SPACE

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***Introduction.*** *The evolutionary progress of the modern society is not conceivable without the cultivation of high socio-cultural values. Therefore, social advertising becomes an information creator in the field of communication space.*

***Problem Statement.*** *The main problems that need to be solved are elaborating effective mechanisms for the creation and distribution of social advertising and raising the level of its influence on axiological markers of the society.*

***Purpose.*** *To study the implementation forms, functions, and effectiveness of social advertising as public conduct standards represented at the level of mass-communication space.*

***Materials and Methods.*** *Based on the modern information and communicative space of Ukraine, through empiricism of the data, the specificity of social advertising has been analyzed.*

***Results.*** *The main constitutive characteristics, features, and functions of social advertising, as well as channels of distribution, among which the priority is given to modern mass media, have been identified. The main tasks and the importance of social advertising in the evolutionary development of society have been established. Social advertising is not only a marker of democratic and humanistic developments of the society, but also an important investment in the future, since it performs pedagogical and socio-corrective functions. The efficiency of social impact of advertising depends essentially on the target audience, its emotional, physical conditions, intellectual level, age, gender, experience, occupation, etc., and its effectiveness depends on the communication mechanisms of influence on the individual information goals and information needs of the society.*

***Conclusions.*** *The constitutive features, origin, tasks, and function of social advertising in the modern communication space are inspired by evolutionary changes in the dynamic, informational and technical society and are able to engage a broad segment of mass audience into the solution of global problems.*

*K e y w o r d s : social advertising, communication, message, society, mass audience.*

## INTRODUCTION

The evolutionary progress of modern society is not conceivable without cultivating high ethical and socio-cultural values. The respective information shaper in the field of communication space is social advertising. Communication and information area of social advertising allows you to reach a wide range of purpose-oriented audiences, becomes a marker of the humanization of society, that determines the attitude to the most vulnerable population. The peculiarity of social ad functioning in modern society is the object of this research, the aim of which is to study the forms of realization, functions, and efficiency of social advertisement as special evolutionary standards of social behavior at the level of mass-communication space.

Generally speaking, modern scientology has a great number of social ad research. It is worth to mention such foreign researchers as A. Halide and K. Tucker, Russian scholars L. Berezova, L. Fedotova, H. Parshentseva, N. Starykh, and V. Uchenova, and their Ukrainian colleagues O. Buhaiova, M. Doctorovych, O. Hrabchak, D. Oltarzhevskyi, T. Revenko, and others. So, in particular, S. Tucker has been studying the distribution of social

advertising in Facebook network [11], N. Starykh and V. Uchenova have revealed the peculiarities of social advertising in the context of Russian socio-cultural space [9], O. Hrabchak has been studying the role of social advertising in the process of self-regulation of society in the formulation of behavioral rules and norms [5]. O. Buhaiova has defined the genre parameterization of social advertising in the context of its specific variants [2], T. Revenko pays attention to the nationally-patriotic function of social advertising in the education of youth [8]. The first comprehensive educational manual on social advertising in Ukraine belongs to D. Oltarzhevskyi [6]. However, given researches having a narrow specialization, it is impossible to represent the phenomenon of social ad systematically in its polyvalent expression of functioning in modern communication space. Therefore, the main issues that we need to solve are elaboration of effective mechanisms for creating and extending social ad and raising the level of its influence on the axiological and humanitarian markers of the society.

Social advertising is a form of communication aiming at drawing attention to topical problems of society and its moral values [3]. Social ad should be interpreted as one of the most effective methods of socio-psychological way of government influence on people's consciousness, which can be very valuable in terms of impact on behavior of masses. It is a tool to draw attention to the significant social problems and to model person's worldview, axiological priorities, views about life, settings and broadcasting ideas, social spirit, certain stereotypies of behavior [9]. In fact, it is a specific method of communication, aim of which is to correct social problems not only establishing social defects, but also indicating how to remove them and to avoid dangers in the future life.

### THE PRESENT STUDY

Modern information technologies allow social workers and services to distribute social advertising through various media networks: newspaper, radio, television, Internet, billboards or promotional materials placed in public transport, which provide fast and reliable data submission to mass audience, including the most vulnerable population. In the era of information society, the dominant role in the society informatization belongs to modern communication technologies that minimize obstacles in obtaining the necessary information and simplify its perception. Social services actively use these capabilities of modern technologies in information work with vulnerable segments of the population: SMS-messages, emails, social networks, "hot" telephone lines, etc., although they do not refuse the conventional information channels, for example, direct advisory activities or handouts.

It is reasonable to assume that the information on social services is a new knowledge about the rights and opportunities of the citizens on certain social prospects obtained in audiovisual way. At the same time, social ad is a kind of non-profitable advertising activity, so its non-commercial nature usually leaves it on the back burner in the communication space. This non-profitable nature of social advertising potentially gives the opportunity to attract a wider coverage, because, as opposed to marketing one, the communication advertisement can be placed in the areas of special purpose: prisons, children's educational establishments, government and academic institutions, and public transport. Consequently, the social advertising (as opposed to the commercial one) causes a long-term impact targeted towards preventing social imbalances and has a quite prolonged effect. Like the commercial advertising, the social one is supposed to impose social norms subconsciously, promoting a humanized image of the world, which will be a model of behavior and lifestyle rather than a virtual advertising standard, in the future.

The importance and relevance of social advertising and its public necessity gives reasons to select such attributive features:

1) problem-focused: draws attention to key social and humanitarian problems of society;

2) public consolidating: assembles and mobilizes society to solve social problems;

3) educational: offers spiritual and moral precepts that strengthen valuable priorities of the individual and, consequently, the society;

4) information and communication function: enables establishing links between potential recipients and providers of social services for disseminating information about new standards of social life;

5) predictive: predicts hypothetical social impact of advertising on individuals and society in general;

6) regulatory: guides social norms in the legislative and legal systems of government;

7) aesthetic: professionally made advertisement able to develop taste and sense of beauty.

The main customer and end user of social advertising is the society that initiates discussion and eradication of certain social vices. Deviant behavior of minority, which needs to be immediately corrected should not be changed by force or in radical ways, but by humane methods and techniques [4]. The mouthpiece of drawing attention to public issues should be public institutions (along with state institutions and religious communities) that, through promoting social advertising into communication space of society, perform their social function directly to the citizens.

Despite the general importance of social advertising and, as a result, a significant coverage of the mass audience, there is a strategy of targeted impact of social advertising on certain groups. So, posters in the penitentiary is the promotion of a healthy lifestyle without drugs and alcohol aimed at young offenders, and TV commercials with celebrities who honestly declare annual income in tax services are directed at working-age population in private agencies. The efficiency of social advertising impact depends on the intended purpose-oriented audience, its emotional, physical, intellectual level, age, gender, life experience, and occupation. It is advisable to test the impact of social advertising on a limited number of recipients or outlined areas with subsequent monito-

ring and analysis of its efficiency by sociological agencies. For example, the efficiency of the influence of social advertising on the adoption of orphan children, has been verified at the segment level of students at the Ostroh Academy National University. The verification has shown the following results: interested 20%, not interested 55%, not paying attention 25%. These results are easily explained by the age of the respondents who, due to the lack of a personal family experience, cannot fully understand the importance of social responsibility for the orphanage as dehumanizing phenomenon in society. Hence, this segment of potential audience "drops out" of the force field of impact of proposed social advertising and this fact should be considered by developers. Moreover, each specific ad should be directed at solving only one social problem, which will help align a gradually formed social imbalance. At the same time, before starting any advertisement, it's better to hold the so-called preparatory phase, when during a certain period of time in mass media, in the respective analytical segment, the problem is actively discussed and, consequently, the informationally prepared audience easily understands the context of social ad product. So, thanks to social advertising communication between the state institutions and the citizens, whose ultimate goal is to ensure social harmony, appears.

Special attention in advertising should be paid towards young generation that will determine the progressive development of society, its shift to humanization and democratization. Therefore, the arrangements for social advertising and its influence should begin at pre-school education institutions, where, for example, we can propagandize the ideas of nature conservation and respect for human labor among children and should continue throughout the stage of growth and their active socialization. Schools and extra-scholastic educational institutions, professional and higher educational establishments should be actively involved in distribution of social advertising among young people. At this stage of socialization, the advertisement should raise issues of

healthy lifestyle, tolerant behavior, crime prevention, environmental balance, and professional orientation. Nowadays, the advertising means go far beyond posters. They include social and educational events, colorful themed fliers, and mass media. Social advertising for children should render a proper audio-visual model of behavior, however it should not look like an idealized artificial utopia that can alienate them. Therefore, not only professional advertisers, but also teachers, psychologists, and social workers should develop social ad for young people, and its quality must be up to the advanced world inventions in the advertising field. Hence, one of the urgent issues is finding valid communicational mechanisms to influence the individual. These are the tools of verbal and nonverbal actions that affect conscious and subconscious mind of the recipient through emotional capacity. But here we must be careful with the boundaries of mental trauma of the young audience (such as reproduction in the social advertising of deaths because of the usage of cigarettes or drugs) or annoyance caused by hackneyed slogans and catchwords, that indicate low quality of social and communication advertising product.

The concept of social advertising impact on the audience is based on focusing attention on pressing social issues that need to be addressed urgently. Because of rapid response to the needs of modern world, social advertising outlives rather rapidly. For example, the slogan about an increase in mining of mineral resources in the late 20th century has given place to the one (especially on television) encouraging people to save electricity and heat energy, at the beginning of 21$^{st}$ century. The government doesn't care about the environment because of global warming as much as it is interested in clear economic calculations that are reasonably strong and accepted in the "government/citizen" communication vertical. At the same time, approximately 50% of social advertising concerns eternal human values and is timelessly relevant expanding the communication experience of society. In particular, we mean

the communication messages like "Give call to parents", "There are no someone else's children", which through axiological importance have not lost its value with the lapse of time. The main objective of this social advertising is not just an introverted impact on the individual to cause empathy to the recipient, but also an opportunity to feel interactively in the shoes of unfortunate, to reflexively monitor the level of his/her own "pain threshold." Such advertisement causes internal discomfort in recipients, the result of which is the reassessment of values and changes in social behavior, which indicates the communication effect achieved.

First of all, the efficiency of social advertisement depends on the main tasks based on which it is created. Therefore, the priority task of admen is to keep the balance between the form and content. Very often, the melodramatic plot of social ad can take all conceptual levers of influence on the potential audience. In such case, the idea of social advertisement is lost because of the brightness of its presentation, which enhances the perception effect, but weakens the effect of social message (the recipient percepts the message exclusively through artistic and aesthetic perfection of promotional picture). For the advertisement, the main thing is its content rather than its ornamentalism (though one should not underestimate the figurative and stylistic organization of the advertising product). Hence, while creating the advertisement, the main accents should be done on the psychological and emotional impact on the audience, due to which it will be remembered, insofar as the main task of social advertising is to reach the heart of the addressee. As a result, there is the sense of necessity in joint solution of the urgent problem, which inspires the sense of importance of every separate individual, thus, social ad humanizes and consolidates the whole society.

At the same time, social advertising becomes a marker of society's culture and a structural component of spirituality, which appeals to the emotionally psychological sphere of the recipient

rather than to the rational one and, thus, affects the moral beliefs of the individual. In our opinion, there are generally accepted schemes of social services informatization, the model of which includes the five basic steps:

1) generalization and systematization of necessary social services to the population, sources of their funding;

2) determination of providers of certain social services and the estimated number of potential recipients;

3) improvement of awareness of social service workers (in particular, by improving their skills through training programs at higher education institutions, where we can find specializations such as "Social Work", "Advertising and PR") and community with respect to the key needs of people in humble circumstances, and mechanisms for aiding them;

4) public awareness about widespread provision of social services, particularly, through the distribution of social advertising, awareness-raising activities, creation of printed materials;

5) involvement of mass media into informing people, charity organizations, and religious communities.

However, the efficiency of social ad on recipients in the field of ethical and cultural influence depends not only on informational aim, but also on the spiritual level of society whom certain stereotypes of behavior are imposed on. In the case of incompatibility of advertising informational purpose and public information requests, it is necessary to look for valid means of influence. For instance, to convince people in harm of smoking using severe methods, and in some cases, to frighten aggressively by a potential effect of tobacco smoke on the human body choosing the tactics from the overall picture to the individual parts with naturalistic description (for example, "Liver Cirrhosis is the best cure of alcoholism") that undoubtedly has a strong individual and public resonance able to turn a vice into a social rudiment. The main task is to impress, to engage the recipient with social advertising. These tech-

nologies in the evolutionary progression will form consumer culture of mass audience, lead to a new level of axiological consciousness of society, and humanize the level of thinking. At the same time, involving famous political, public, and cultural figures (who promote high ideological constants and show behavior models which encourage young people to follow their idols) into the social ad creation has a positive impact on the efficiency of social advertising. We are talking about charity, quit of bad habits, healthy lifestyle and sport (demonstrative actions widely covered by the media, adoption of children by Angelina Jolie and Madonna, which can be interpreted as social ad for combating the orphanage).

We should focus our attention towards not only the quality of information content, but also the number of communication channels involved, because we're talking about various psychological and physical characteristics of recipients who get social aid. It is necessary to take into consideration the fact that the social services are provided not only to different age audience (for example, the seniors rarely use Internet, that's why it is necessary create appropriate boards or leaflets with clear content not overloaded with special terminology), but also to people with disabilities, who would like to get information through hotlines, SMS-messages, social networks, radio or television rather than directly in the social protection centers. The style of presentation will also vary from humorous or even cartoonish for the young generation (replacing cigarettes with a hockey stick or demographic population growth like "The country does not have enough football players – let's have more children!"), to pathetic for the average-aged (stimulation of patriotic values, urging to defend the country "Father, protect me!") and melodramatic for the seniors (the elderly couple was freezing until they have got a subsidy from government, which brings idyll to the family). The compositional scheme of social ad, its optimal communication and technical model that has the following three-element structure: the statement of the problem → its visuali-

zation → the key informational message in the form of the executive summary play a rather important role for this kind of social advertising. Providing all the components of the composition contributes to an adequate understanding of social advertising as a specific mediatext whose meaningful content matches the visual form. Mediatext can cause some emotional reactions such as empathy, antagonism to asocial phenomena, collective creation of something better. The laconic structure and visual expression of informational message have an axiologicaly important social effect that do not take much time and attention of the recipient in today's dynamic world. Such features of social advertisement promote greater involvement of the potential audience and maximize the quality of influence.

### CONCLUSIONS

Thus, having made the study the following has been established: 1) modern information and communication technologies have the whole range of means for transmitting social advertisement, which simplifies the connection between social service institutions and potential addressees; 2) the efficiency of the social ad influence on recipients depends, first of all, on age, intellectual, psycho-physical, gender, and occupation peculiarities of the audience; secondly, on its content, high-quality implementation, and well-balanced meaning and form parameters; 3) modern social advertising is not only a marker of democratic and humanistic progress of society, but also an important investment in the future, which provides crisis-therapeutic effect on those vices of society, which need urgent "treatment". Its constitutive characteristics, origin, objectives, and functioning in modern communication space are inspired by evolutionary changes in dynamic informational and technological society, which can contribute to solving global problems in a wide segment of the mass audience.

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## СОЦІАЛЬНА РЕКЛАМА В СУЧАСНОМУ КОМУНІКАЦІЙНОМУ ПРОСТОРІ

**Вступ.** Еволюційний поступ сучасного суспільства не можливо уявити без культивування високих соціокультурних цінностей, інформаційним формувачем яких у царині комунікаційного простору стає соціальна реклама.

**Проблематика.** Основними проблемами, які потребують розв'язання, є вироблення ефективних механізмів створення та поширення соціальної реклами, підвищення рівня її впливу на аксіологічні маркери суспільства.

**Мета.** Дослідити форми реалізації, функції та ефективність соціальної реклами як стандартів суспільної поведінки, що репрезентуються на рівні масово-комунікаційного простору.

**Матеріали й методи.** На матеріалі сучасного інформаційно-комунікаційного простору України через емпірику даних проаналізовано специфіку соціальної реклами.

**Результати.** Визначено основні конститутивні ознаки, особливості й функції соціальної реклами, комунікаційні канали її розповсюдження, серед яких пріоритетне місце посідають сучасні засоби масової комунікації. З'ясовано головні завдання й значення соціальної реклами в еволюційному розвитку соціуму, оскільки це не лише маркер його демократичних і гуманістичних зрушень, а й важлива інвестиція в майбутнє, адже саме соціальна реклама виконує виховну й соціально-корегуючу функції. Встановлено, що ефективність впливу соціальної реклами суттєво залежить від передбачуваної цільової аудиторії, її психоемоційного, фізичного станів, інтелектуального рівня, віку, статі, життєвого досвіду, професійної зайнятості тощо, а її результативність — від комунікаційних механізмів впливу на індивіда, інформаційної мети й запитів суспільства.

**Висновки.** Конститутивні ознаки, виникнення, завдання й функціонування в сучасному комунікаційному просторі соціальної реклами інспіровані еволюційними змінами динамічного, інформаційно-технічного соціуму, здатного залучати до розв'язання глобальних проблем широкий сегмент масової аудиторії.

*Ключові слова*: соціальна реклама, комунікація, повідомлення, суспільство, масова аудиторія.

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## СОЦИАЛЬНАЯ РЕКЛАМА В СОВРЕМЕННОМ КОММУНИКАТИВНОМ ПРОСТРАНСТВЕ

**Введение.** Эволюционный прогресс современного общества не возможно представить без культивирования высоких социокультурных ценностей, информационным творцом которых в области коммуникационного пространства становится социальная реклама.

**Проблематика.** Основными проблемами, которые необходимо решить, являются выработка эффективных механизмов распространения социальной рекламы, повышение уровня ее влияния на аксиологические маркеры общества.

**Цель.** Исследовать формы реализации, функции и эффективность социальной рекламы как стандартов общественного поведения, которые представляются на уровне массово-коммуникационного пространства.

**Материалы и методы.** На материале современного информационно-коммуникационного пространства Украины через эмпирику данных проанализирована специфика социальной рекламы.

**Результаты.** Определены основные конститутивные признаки, особенности и функции социальной рекламы, коммуникативные каналы ее распространения, среди которых приоритетное место занимают современные средства массовой коммуникации. Выяснены главные задачи и значение социальной рекламы в эволюционном развитии социума, поскольку это не только маркер его демократических и гуманистических сдвигов, но и важная инвестиция в будущее, ведь именно социальная реклама выполняет воспитательную и социально-корректирующую функции. Установлено, что эффективность воздействия социальной рекламы существенно зависит от предполагаемой целевой аудитории, ее психоэмоционального, физического состояний, интеллектуального уровня, возраста, пола, жизненного опыта, профессиональной занятости и т.д., а ее результативность — от коммуникативных механизмов влияния на индивида, информационной цели и информационных запросов общества.

**Выводы.** Конститутивные признаки, задачи и функционирование в современном коммуникационном пространстве социальной рекламы инспирированы эволюционными изменениями динамического, информационно-технического социума, способного привлекать к решению глобальных проблем широкий сегмент массовой аудитории.

*Ключевые слова*: социальная реклама, коммуникация, сообщение, общество, массовая аудитория.